To: Audrey C.
From: Bill Major

PHILIP MORRIS

U.S.A.

March 31, 1997

Dear Valued Retailer:

It is my pleasure to congratulate you for having fulfilled the requirements of the Philip Morris USA 1996 Responsible Retailer Program.

The program was established as part of our Action Against Access initiative to reward retailers who joined our commitment to make it as difficult as possible for minors to have access to cigarettes. A $5,000,000 reward fund was established by Philip Morris for equal distribution among retailers who signed a Philip Morris USA 1996 Responsible Retailer Program Pledge Card, complied with the elements of the We Card education and signage program, and were not fined or convicted of selling cigarettes to minors between December 20, 1995, and December 31, 1996.

You will soon receive a check for your share of the 1996 Responsible Retailer Program reward fund. For chain accounts, we have enclosed a list of your qualifying stores.

If we subsequently discover that a reward fund payment was inadvertently sent to a store that was fined or convicted of selling cigarettes to minors and/or did not comply with the pledge to be a responsible tobacco retailer during the dates referenced above, we will take action to rectify the erroneous payment.

Thank you for participating in the Philip Morris USA 1996 Responsible Retailer Program. By working together, we can help prevent minors from having access to cigarettes and make a real difference. We look forward to working with you in the future to achieve our shared goals on this important issue.

Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/szln0000